

IMPROVING LOUISIANA'S ANGLER CONTACT INFORMATION GOING INTO THE NATIONAL SALTWATER ANGLER REGISTRY

FY 2015 Proposal

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Created: 05/13/2015

1. Overview

1.1. Sponsor

Gregg S. Bray, Gulf States Marine Fisheries Commission

1.2. Focus Group

Survey Design and Evaluation

1.3. Background

In this day and age of lifetime licenses and point of sale license purchases, Louisiana licensed anglers often times neglect making needed corrections to their contact information when their information changes or when purchasing a new license. The result is incorrect angler information in Louisiana license files and therefore information going to the National Angler Registry. Correcting Louisiana's saltwater license files will directly improve an angler's contact information in the National Saltwater Angler Registry.

1.4. Project Description

Accurate angler contact information would make the National Saltwater Angler Registry a valuable sampling frame for various types of surveys. In particular, the frame could be a more efficient and therefore more economic effort survey method to replace MRIP's existing random digit dialing approach. Fits MRIP priority 2.

1.5. Public Description

1.6. Objectives

To improve Louisiana's saltwater angler contact information and by doing so improve the National Saltwater Angler Registry

1.7. References

2. Methodology

2.1. Methodology

Pamphlets and other outreach media will be developed and used at fishing related events attended by LDWF Extension Section personnel. Extension Section personnel attended over 130 events in Louisiana last year from boat shows and fishing tournaments to large events such as the Coastal Conservation Association Convention. Employees through direct contact with anglers (over 100,000 last year), will explain the need to update license information and provide anglers with easy to follow instructions for online validation of contact information to a form used on the spot to complete their contact information. LDWF biologists conducting access point landings surveys will distribute pamphlets and explain to anglers the need to validate their contact information. Anglers actually participating in our attempt to improve contact information by completing a validation form or going online and making corrections to their information will be eligible for a prize selected through a random drawing quarterly. LDWF will compile the written contact validation forms and ensure corrections are made to the licensing database.

2.2. Region

Gulf of Mexico

2.3. Geographic Coverage

Coastal Louisiana

2.4. Temporal Coverage

Plans are to begin the project when funds become available and run for 1 full year

2.5. Frequency

Angler contact validation forms will be distributed at fishing events, onsite or by mail

2.6. Unit of Analysis

Individual angler

2.7. Collection Mode

In person distribution of contact validation form, online ability to correct contact information

3. Communication

3.1. Internal Communication

LDWF staff will have monthly meetings to evaluate project status. Will meet with LDWF Outreach section on any issues and coordinate as needed.

3.2. External Communication

LDWF project manager will communicate with the Gulf States Marine Fisheries Commission as needed. LDWF Outreach will assist in gathering updated license information from recreational anglers. LDWF student workers will contact recreational anglers to update and verify contact information. A monthly progress report will be provided to the MRIP Data Management System as well as a final report upon project completion.

4. Assumptions/Constraints

4.1. New Data Collection

Y

4.2. Is funding needed for this project?

Y

4.3. Funding Vehicle

Cooperative Agreement with Gulf States Marine Fisheries Commission

4.4. Data Resources

4.5. Other Resources

4.6. Regulations

4.7. Other

LDWF understands that there may be some constraints with getting the recreational angler to update license information.

5. Final Deliverables

5.1. Additional Reports

final evaluation report

5.2. New Data Set(s)

Updated saltwater license registry

5.3. New System(s)

6. Project Leadership

6.1. Project Leader and Members

First Name	Last Name	Title	Role	Organization	Email	Phone 1	Phone 2
Felixcia	Blanchard	Biologist DCL-A	Team Member	Louisiana Dept of Wildlife and Fisheries	fblanchard@wlf.la.gov	225-765-0123	
Ty	Lindsey	Biologist III	Team Member	Louisiana Dept of Wildlife and Fisheries	tlindsey@wlf.la.gov	225-765-2387	

First Name	Last Name	Title	Role	Organization	Email	Phone 1	Phone 2
Nicole	Smith	Biologist Program Manager	Team Leader	Louisiana Dept of Wildlife and Fisheries	nsmith@wlf.la.gov	225-765-2365	

7. Project Estimates

7.1. Project Schedule

Task #	Schedule Description	Prerequisite	Schedule Start Date	Schedule Finish Date	Milestone
1	Project Planning		02/02/2015	03/31/2015	
2	Training of Personnel		04/01/2015	06/30/2015	
4	Pamphlet and Outreach Media distribution		06/01/2015	05/31/2016	
5	Data Entry/Editing QA/QC	3,4	07/01/2015	07/31/2016	
6	Final Report	5	07/01/2016	08/31/2016	
3	Development of Database to update license information		02/02/2015	04/30/2015	

7.2. Cost Estimates

Cost Name	Cost Description	Cost Amount	Date Needed
Project Data Management	LDWF Staff time	\$7467.25	04/01/2015
Field Supplies	printed material, pamphlets, post cards	\$8000.00	04/01/2015
Project Supervisor	LDWF staff time	\$7048.40	12/01/2014
Student Workers	4 student workers to collect data of updated license information via phone calls/emails	\$32000.00	06/01/2015
Cooperative Agreement Oversight	GSMFC Cooperative Agreement Mgmt/Oversight	\$2500.00	12/01/2014
Fringe Benefits	Fringe Benefits @40%	\$5806.26	06/01/2015
TOTAL COST		\$62821.91	

8. Risk

8.1. Project Risk

Risk Description	Risk Impact	Risk Probability	Risk Mitigation Approach
Not being able obtain a	Loss of current contact	Medium	An attempt to contact will

Risk Description	Risk Impact	Risk Probability	Risk Mitigation Approach
completed contact with every license holder	information		last up to 4 weeks
Disconnected phone numbers	Loss of current contact information	Medium	none
Failure for anglers to update contact information	Loss of current contact information	Low	Student workers will contact anglers to obtain correct updated contact information

9. Supporting Documents